



## Integrating Practical Communication Skills to Improve Patient-Centered Care

Date: Friday, January 14, 2010 (*Registration Deadline: January 11th*)

Time: 7:00 am - Hot Breakfast Buffet and Networking  
7:30 - 8:30 am - Presentation

Location: Phoenix Children's Hospital, Melvin Cohen Conference Room located in the Rosenberg Children's Medical Plaza, 1920 E. Cambridge Ave, Phoenix 85006. Free parking is available in the garage.

[Directions and Phoenix Children's Campus Map](#)

Pricing: \$20 ACHE member; \$10 ACHE Student member; \$30 Nonmember

### Presenter

**Meryl Luallin** is a founding partner of Sullivan/Luallin and an experienced health care marketing consultant with a nationwide clientele. She works with single- and multi-specialty medical groups nationwide to align practice services, operations, and physician/staff performance to meet the needs of patients and payers.

A professional "mystery" patient, Meryl frequently visits practices to assess their strengths and limitations with an eye to enhancing both staff member and physician performance and satisfaction. She has developed and delivered provider/patient communication programs nationwide based on her positive experiences with practitioners and their office teams.

Meryl authored the best-selling *Star-Studded Service: Six Steps to Winning Patient Satisfaction*. She delivers lively, interactive and practical physician-patient communication seminars for practitioners and their office teams. Meryl's "how-to" presentations provide easy-to-implement, proven techniques for staying on time; dealing with demanding patients; keeping patients on track; utilizing informatics to enhance communication; and other strategies used by successful physicians and practices across the country.

In addition to co-directing the MGMA-Sullivan/Luallin PATIENT SURVEY PROGRAM, a service with more than 400,000 patient responses in the current year database, Meryl implements the Service Excellence Management System, a unique strategy used by some of the top-scoring practices on "Pay for Performance" incentive programs.

*As an independent chartered chapter of the American College of Healthcare Executives, the Arizona Healthcare Executives is pending authorization to award 1.0 hours of Category II (non-ACHE Education) continuing education credits for this program toward advancement or recertification in the American College of Healthcare Executives.*

*Participants in this program who wish to have it considered for Category II credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification. Participants are responsible for maintaining a record of their Category II education.*

REGISTRATION ~ *Registration Deadline: January 11th*

*You must register for the event prior to the deadline provided, as we need to provide sufficient notice to the venue for seating and meals.*

*To cancel your attendance at any event hosted by AHE, please notify us in writing at [ahe@scld.biz](mailto:ahe@scld.biz) no later than one week prior to the scheduled event for a full refund or credit. After the registration deadline, all prepaid fees are forfeited; however, you may send a substitute if you cannot attend. Please advise AHE of that substitution.*

Print, Complete the form and Fax to 602-996-2330;  
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